



# Aquatic Feasibility Study

Council Work Session

May 25, 2021







Project Initiation & Program..... December - January

Concept Plans..... February - April

- ☐ Concept Plan Alternatives
- ☐ Opinion of Probable Cost
- ☐ Park Board Update / Council Work session
- ☐ Final Concept Plan (Consensus Plan)

Cost Analysis & Feasibility Study..... March - June

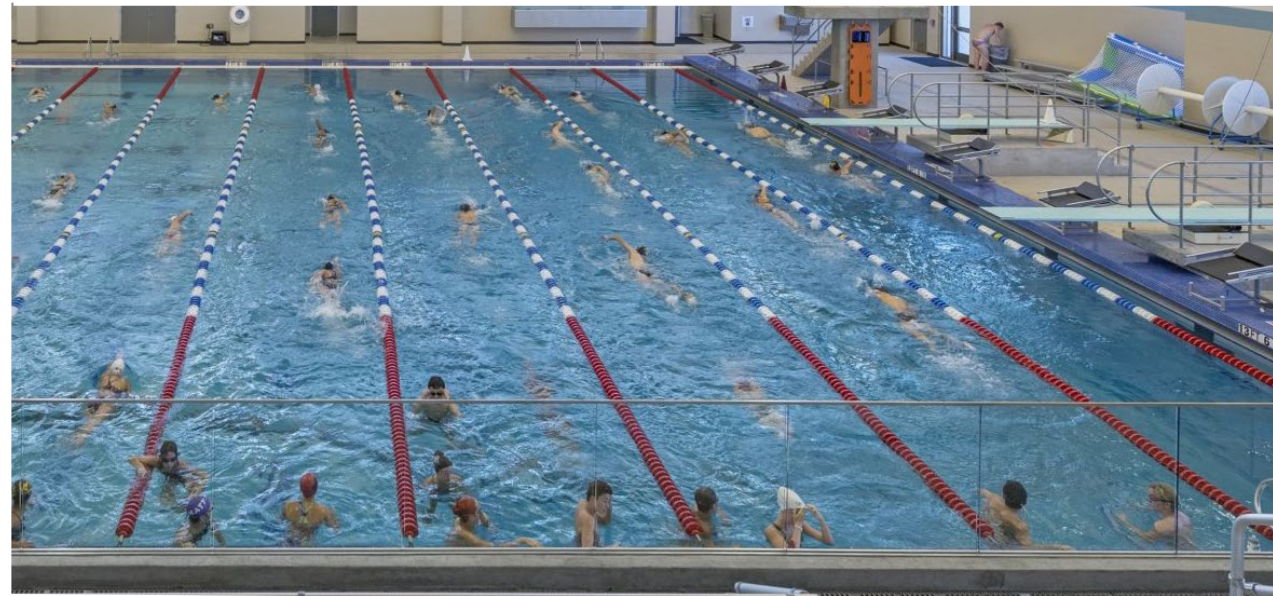
- ☐ Preliminary Aquatics Feasibility Study..... May
- ☐ Steering Committee Meeting.....May
- ☐ Final Aquatics Feasibility Study..... June



# Outdoor Family Aquatic Center



# Natatorium & Indoor Leisure Pool





Construction  
Cost  
**\$13.6M**



# Outdoor Family Aquatic Center

## Program:

**Total Water Surface Area: 18,000 SF**

- Leisure Pool– 7,250 sf
- Lazy River – 5,000 sf
- Wave Pool – 5,000 sf
- Tot Pool – 800 sf

## Features:

- Family Water Slide Tower
- Large Play Structure
- Water Sprays and Toys
- Three Group Shelters
- 10 Large Shade Umbrellas

## 4,500 SF Bath House

- Concessions
- Lifeguard Room
- Manager Office
- Concessions Stand

**2,500 SF Filtration Enclosure**



Construction  
Cost  
**\$15.4M**



# Natatorium & Indoor Leisure Pool

## Program:

**Total Building Footprint: 27,250 sf**

**Natatorium: 17,000 SF**

**Total Water Surface Area: 7,585 SF**

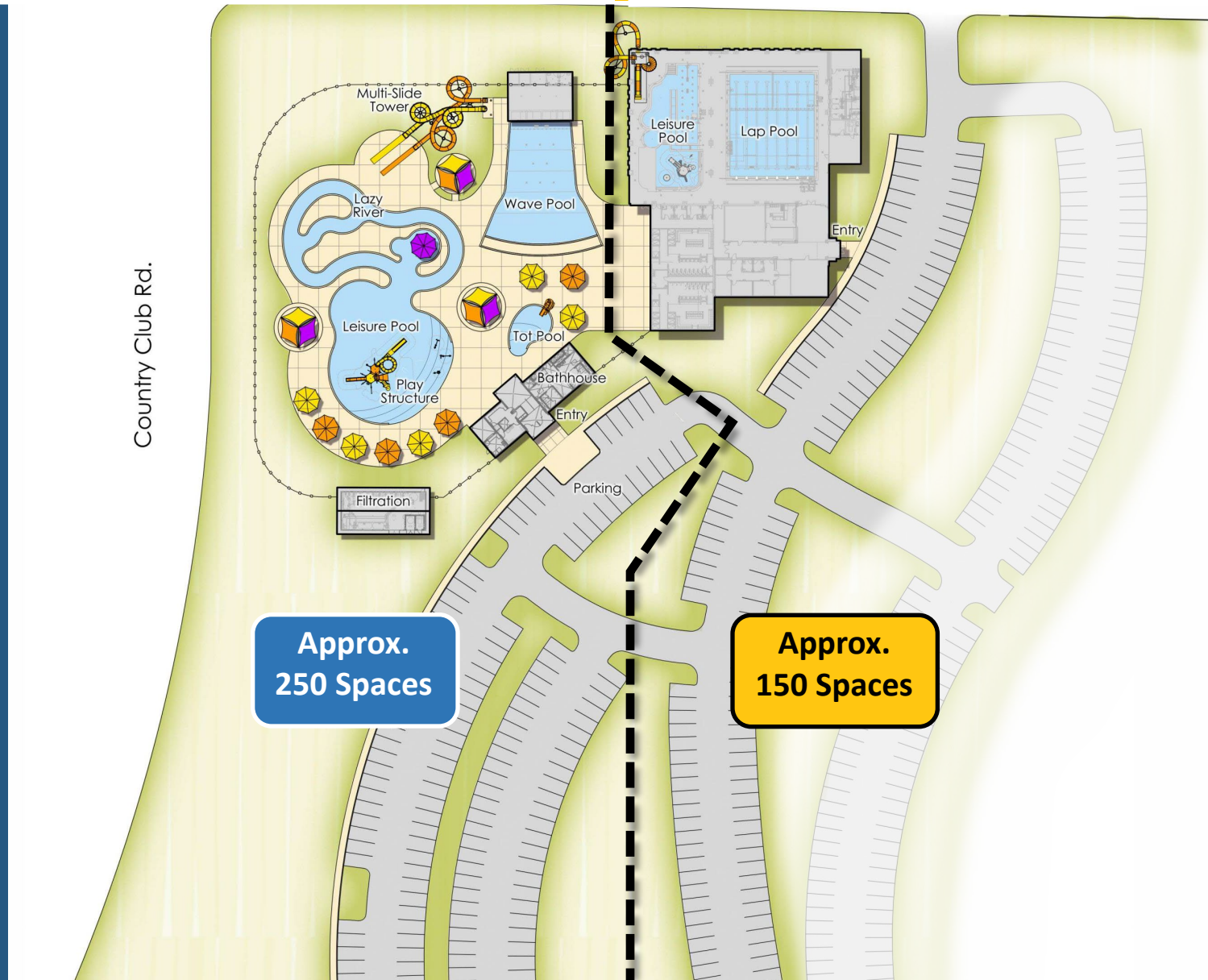
- Leisure Pool – 3,085 SF
- 8 Lane Lap Pool – 4,500 SF

## Support Spaces:

- Locker Rooms 4,500 sf
- Offices – 2,500 sf
- Aqua Mgr. Office – 500 sf
- Lobby – 750 sf
- Party / Classrooms – 750 sf
- Filtration – 1,250 sf

# Outdoor Family Aquatic Center

# Natatorium & Indoor Leisure Pool



## Potential Project Phasing





# Financial Analysis

# Indoor / Outdoor Aquatic Operations

	Indoor Aquatics	Outdoor Aquatics
Operating Schedule	Year-round	Seasonal
Operating Hours	12-15 hours per day	8-10 hours per day
Aquatic Program Offerings	Swim team, fitness classes, swim lessons, recreational swimming, swim meets	Recreational swimming, swim lessons
Admission Categories	Daily, monthly, annual	Daily, season pass
Rental Opportunities	Swim team, birthday party room	Cabanas, shade pavilions, after-hours buyouts
Personnel	Full-time, part-time	Full-time, part-time, seasonal
Cost recovery	50% to 60%	80% to 100%



# Expense Analysis

## Personnel

**\$526,770**

**\$664,663**

## Direct Expenses

**\$147,728**

**\$156,224**

## Utilities

**\$111,307**

**\$273,349**

## Programs

**\$80,951**

**\$158,974**

Direct Facility Expense Budget		
	Outdoor	Indoor
Facility Staff		
Facility Supervisor	\$50,000	\$50,000
Aquatic Programmer	\$40,000	\$80,000
Maintenance Technician	\$40,000	\$40,000
Full Time Benefits	\$52,000	\$68,000
Part-Time Management	\$16,530	\$20,184
Lifeguard Personnel	\$258,757	\$301,202
Front Desk Personnel	\$57,502	\$80,578
Personnel Equipment Cost	\$3,981	\$4,698
Training	\$8,000	\$20,000
<b>Total Labor</b>	<b>\$526,770</b>	<b>\$664,663</b>
Direct Facility Expenses		
Insurance	\$57,356	\$52,845
Repair and Maintenance	\$34,100	\$38,600
Credit Card Fees	\$7,134	\$8,987
Operating Supplies	\$20,460	\$23,160
Chemicals	\$18,678	\$22,632
Advertising	\$10,000	\$10,000
<b>Direct Expenses</b>	<b>\$147,728</b>	<b>\$156,224</b>
Utilities		
HVAC	\$7,474	\$108,798
Electricity	\$84,811	\$66,340
Pool Heating	\$0	\$65,297
Data/Communications	\$6,912	\$6,912
Trash Service	\$6,240	\$6,240
Water & Sewer	\$5,870	\$19,762
<b>Total Utilities</b>	<b>\$111,307</b>	<b>\$273,349</b>
Programs		
Program Supplies	\$7,134	\$6,089
LG Class Materials	\$1,990	\$2,349
Food and Beverage	\$51,508	\$0
Part-Time Program Staff	\$20,317	\$158,974
<b>Total Programs</b>	<b>\$80,951</b>	<b>\$167,413</b>

**Outdoor Total**  
**\$866,755**

**Indoor Total**  
**\$1,261,648**

## Personnel

- City of Wylie wage rates

## Direct expenses

- \$1.75 per gallon/pound of chlorine
- Advertising allowance

## Utilities

- Electric @ \$0.10/kwh
- Natural gas @ \$1.00/therm
- Water @ \$4.00 per 1,000 gallons

## Programs

- Supplies
- Personnel
- Food and Beverage

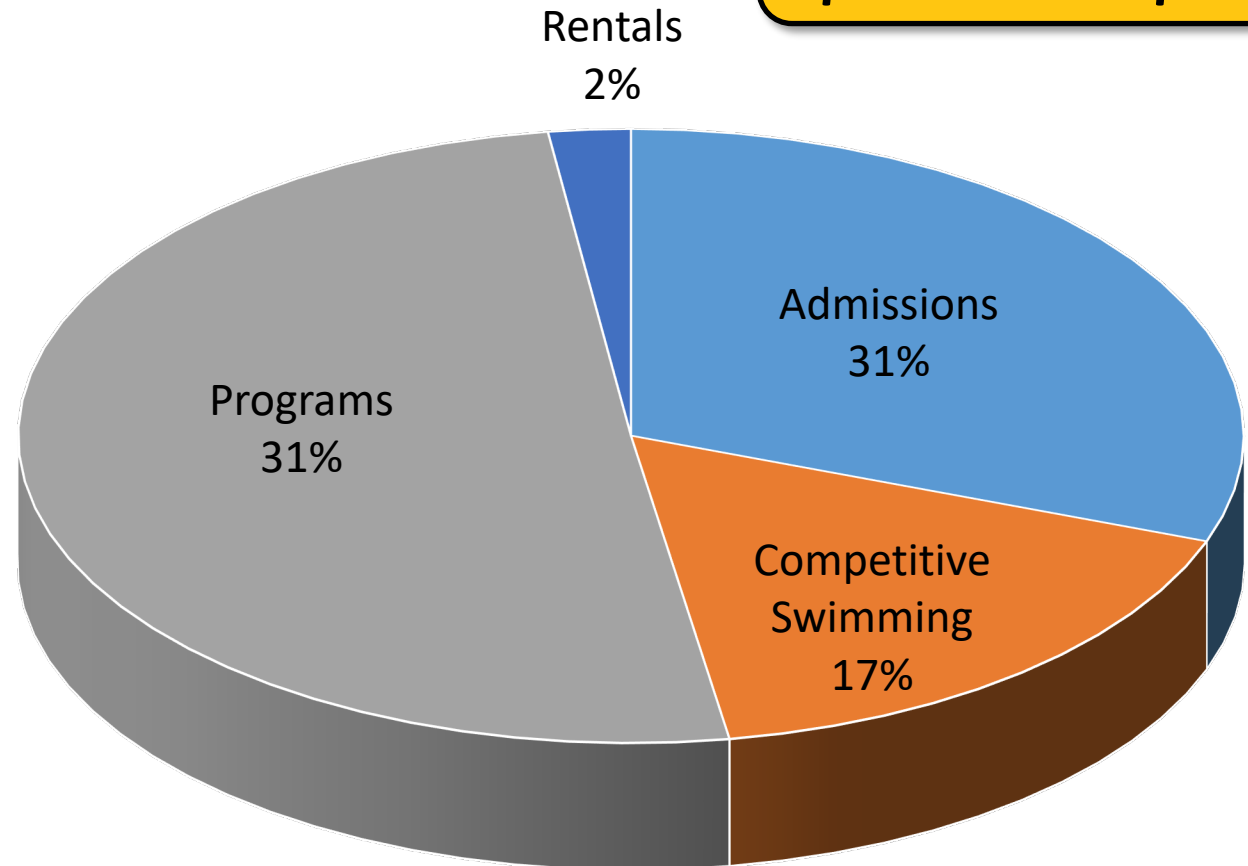


# Indoor Aquatics Revenue

**Annual Revenue  
\$600K to \$800K**

- Revenue Categories

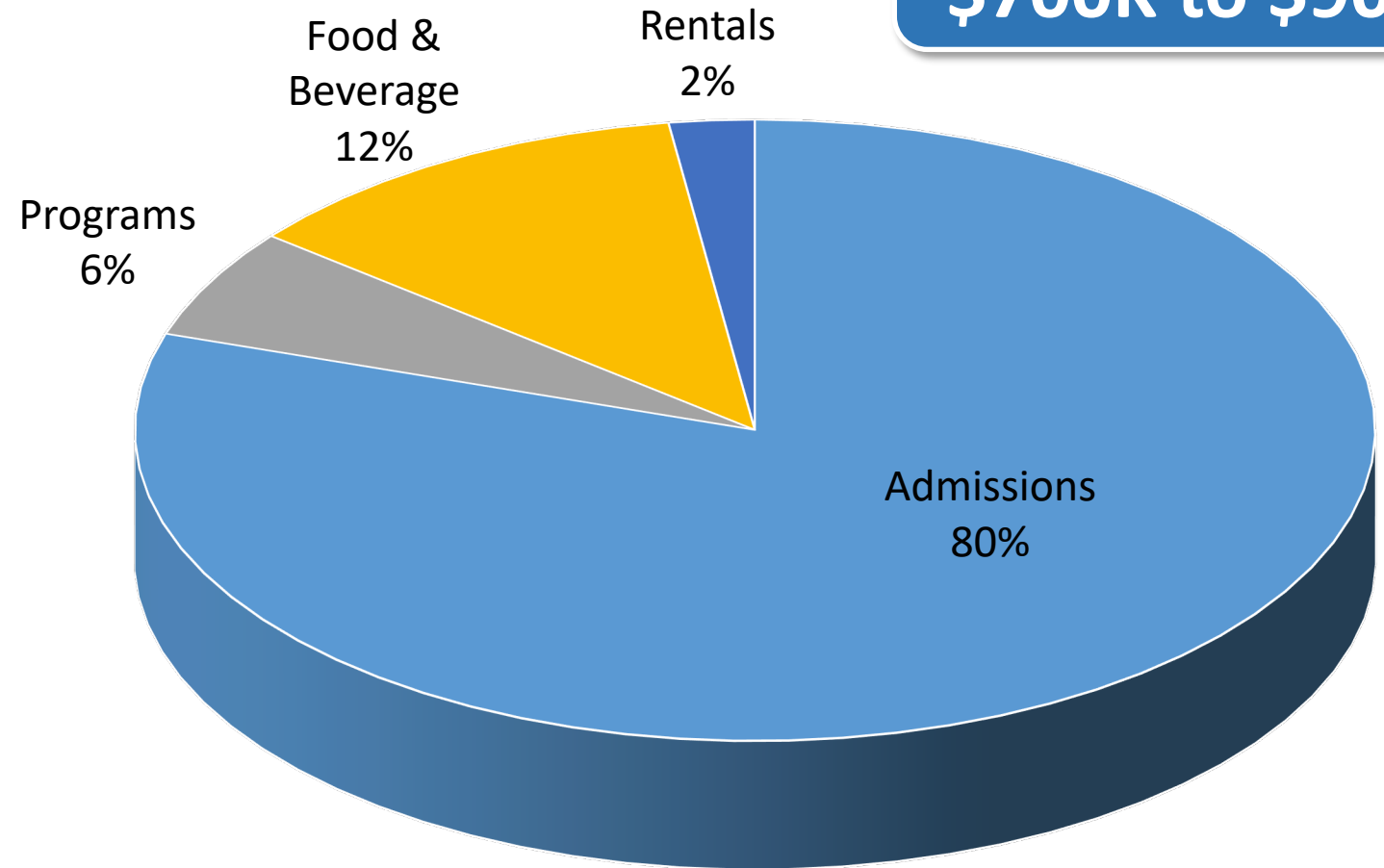
- Admissions / Memberships
- Competitive Swimming
- Aquatic Programs
- Food and Beverage
- Rentals





# Outdoor Aquatics Revenue

**Annual Revenue  
\$700K to \$900K**



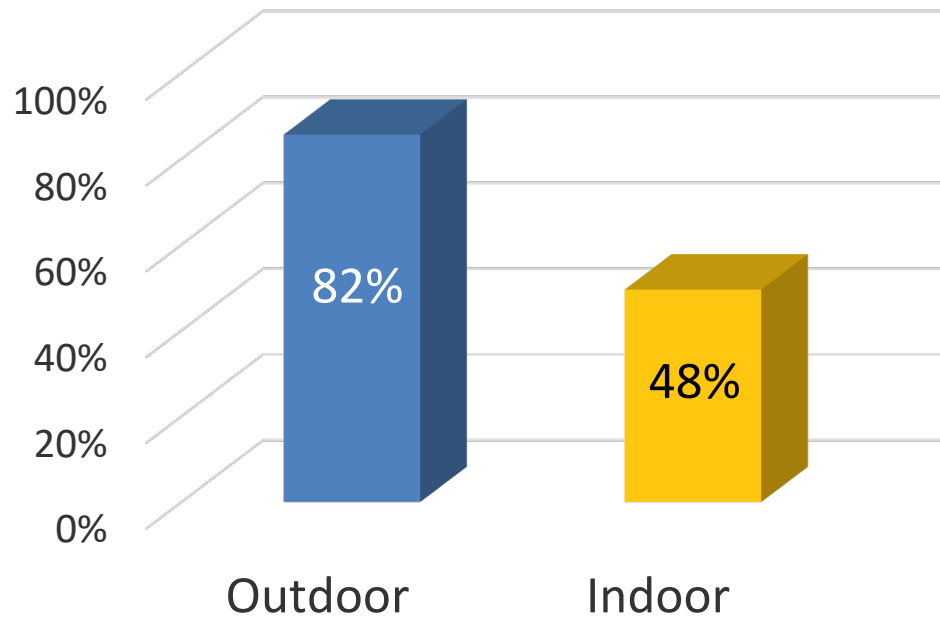
- Revenue Categories

- Admissions / Memberships
- Competitive Swimming
- Aquatic Programs
- Food and Beverage
- Rentals



# Indoor / Outdoor Cost Recovery

Initial Cost Recovery Comparison



Year	1	2	3	4	5
<b>Project Cost</b>	\$13,629,252				
<b>Attendance</b>	74,570				
Revenue	\$713,439	\$737,543	\$825,897	\$850,091	\$918,166
Expense	\$866,755	\$889,813	\$919,608	\$943,203	\$971,874
Operating Cashflow	(\$153,315)	(\$152,270)	(\$93,712)	(\$93,113)	(\$53,708)
<b>Recapture Rate</b>	<b>82%</b>	<b>83%</b>	<b>90%</b>	<b>90%</b>	<b>94%</b>
Cash Flow	(\$153,315)	(\$152,270)	(\$93,712)	(\$93,113)	(\$53,708)

<b>Project Cost</b>	\$15,428,684				
<b>Attendance</b>	93,186				
Revenue	\$608,924	\$649,537	\$734,589	\$763,331	\$831,319
Expense	\$1,261,648	\$1,304,693	\$1,359,750	\$1,398,535	\$1,449,611
Operating Cashflow	(\$652,724)	(\$655,155)	(\$625,161)	(\$635,204)	(\$618,292)
<b>Recapture Rate</b>	<b>48%</b>	<b>50%</b>	<b>54%</b>	<b>55%</b>	<b>57%</b>
Cash Flow	(\$652,724)	(\$655,155)	(\$625,161)	(\$635,204)	(\$618,292)



**Summary**



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# Natatorium & Indoor Leisure Pool



**Construction  
Cost  
\$15.4M**

**Annual  
Expense  
\$1.26M**

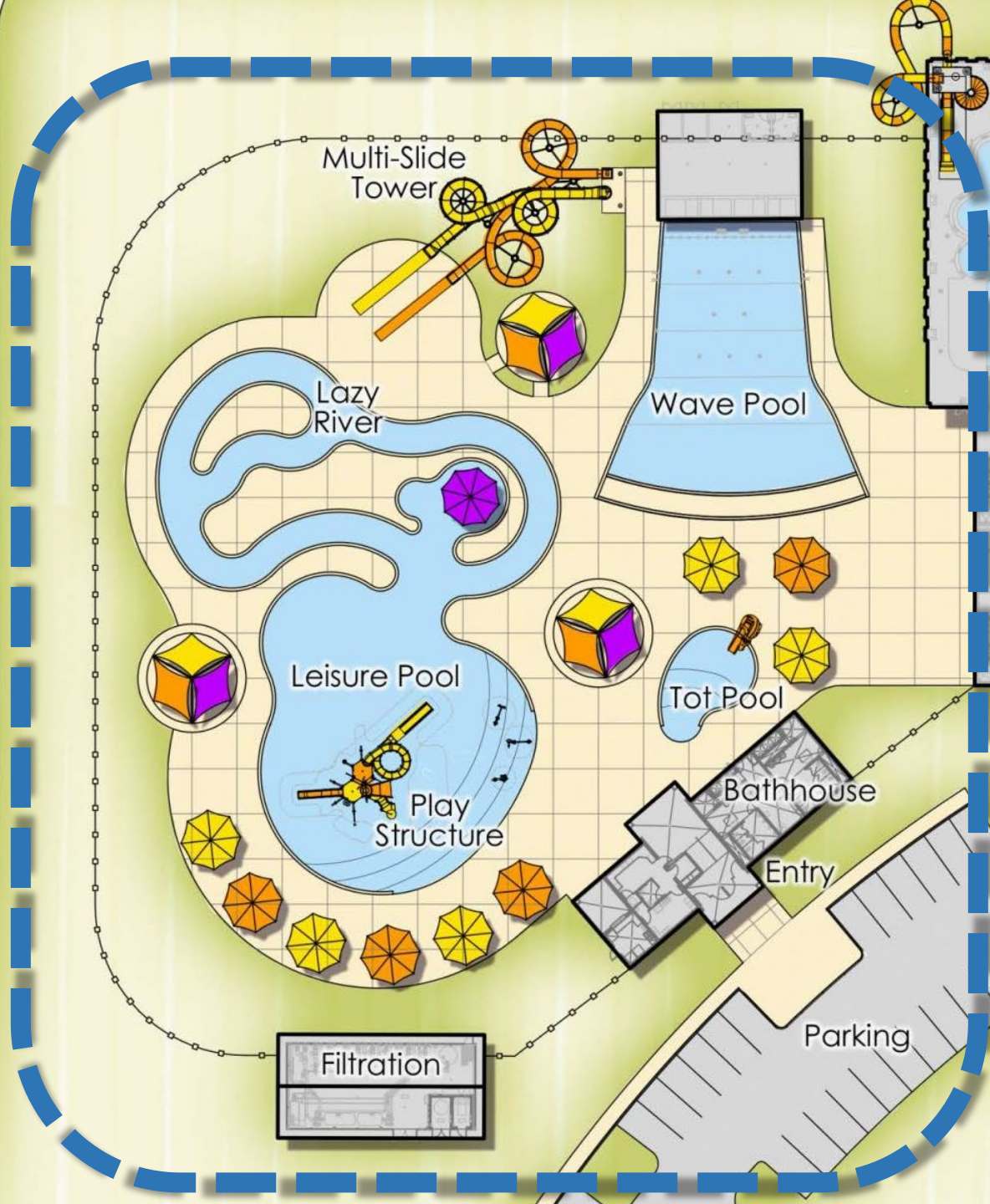


**Annual  
Revenue  
\$609K**

**Annual Cost  
Recovery  
48%**



# Outdoor Family Aquatic Center



**Construction  
Cost  
\$13.6M**

**Annual  
Expense  
\$866K**

**Annual  
Revenue  
\$713K**

**Annual Cost  
Recovery  
82%**

